

Colorado

Workforce Development Council

Meeting Summary
Colorado Community College System
Lowry Campus
Presidents Room

March 22, 2006
9:30am – 12:00pm

In Attendance

Members:

Tom Allee, Sue Carparelli, Dennis Hisey, Peggy Herbertson, Joe Collins, Nancy Brown (proxy for Governor Bill Owens), Jennifer Lambert, Mary Beth Susman, Nancy Smith, Bette Matkowski, David Anderson (proxy for Brent Ness), Aundrea Jackson, Linda Perez (proxy for David Long), Tom Looft (proxy for Rick Grice), Mary Layton, Dwayne Adkins, Mark Warne, Doug Glynn (proxy for Bill Moloney), Samantha O'Neill-Dunbar (proxy for Dr. Nancy McCallin), Harry Lucero, Dr. Roger Smith, Steve Brown, Marva Livingston Hammons, Brian Vogt, Dr. Nancy McCallin

Others:

Dani Crane, Ledy Garcia-Eckstein, Debi Holleman, Joe Barela, Betty Sparrow, Paul Schacht, Alex Hall, Dr. Mary Gershwin, Dawn Taylor Owens, Gully Stanford

Staff of the Workforce Development Council:

Booker T. Graves, Steve Wright, Glenn Little

Meeting

I. Welcome and Introductions – Dr. Roger Smith

Meeting called to order at 9:40am. Mark Pingrey is unable to attend due to extenuating circumstances at his company.

Dr. Smith introduced the newest members of the Council: Commissioner Dennis Hisey, Dwayne Adkins, Commissioner David Long, Harry Lucero, Barbara Kirkmeyer, and Dr. Nancy McCallin (as a business representative).

Introductions were made around the table.

Booker announced that Dr. Smith has been appointed Vice-Chair of the Council.

II. NAWB Conference – Booker T. Graves

There was a joint meeting of the NGA and NAWB Conference in Washington, DC in February. This is the largest gathering of workforce professionals in the country. Pending legislation that affects the system was a big topic. Several people from Colorado made presentations.

Peggy Herbertson felt that the information was interesting and that it was good to get updates on what's going on in Washington.

Marva Livingston Hammons inquired as to there being any news on WIA Reauthorization. Booker explained that a Senate Bill is being held up by one Senator, but that hold may be released before they recess.

III. There are several presentations being given today and this data will be used by the committees to consider in their newly established goals and initiatives.

i. College in Colorado – Gully Stanford

College in Colorado is working to prepare students for post-graduate studies and training, providing them with tools for their career/training options. Colorado has adopted the higher education admission requirements that increase the level of competence. Booker represents the Workforce Development Council on the Higher Education Alignment Council.

Attempts are being made to create a seamless alignment with between K-12 and Higher Education. Most students are required to take remediation courses when they get into college.

College in Colorado was launched last year and consists of four key elements:

Policy – Performance contracts; sending letters to eighth grade students and those that are taking the ACT (juniors) to let them know that if they score low on core academics they may face remediation in post-secondary courses.

Promotion – A lot of advertising has been put in place; Friday, April 7th, is College Friday (wear the colors of your favorite college or university).

Resources – Website (<http://www.collegeincolorado.org/>) is a free resource.

Partnerships – This started with Booker and the Workforce Development Council and spread to the SYC and the workforce regions; working with Not-for-Profits (Boys and Girls Clubs), high school counselors, WIBs, Workforce Centers, and public agencies with youth missions.

Efforts to tackle the issue of training our youth have taken place in silos in the past and there needs to be more collaboration among groups with a common goal/focus.

There are three barriers that break the pipeline (of every 100 freshman only 20 will graduate with an Associates or Bachelors degree in Colorado): Lack of awareness of availability, lack of academic preparation, and a lack of awareness that post-secondary education is affordable (most think that the cost is 10 times what it actually is).

Ledy Garcia-Eckstein inquired about programs that may be available for youth that don't have the resources that other more wealthy students have available to them. There is a lot being done and also not enough. There are some good preparatory tools available that are free. GEAR UP has a good program and the ACT provides some courseware for free.

College in Colorado is really trying to get this issue on the radar of the schools. If there is anyone that wants to be involved in this conversation they should contact Gully and they will be connected with a regional contact.

ii. Office of Economic Development and International Trade – Brian Vogt

Colorado attracts smart people to the region that are available to local employers and who also become entrepreneurs. You can not count on the economic trends that are currently being utilized. Colorado is facing competition from other countries (Ireland, India, etc). This is a movement that incorporates leadership from the private sector.

There is a five-point plan that includes:

Integration – This is critical; if there's one good idea out there, there is a lot of competition to get funding for it; work is currently not done through coordination but through a silo mentality.

Communication – New businesses need to have a group to help them prepare for success, which includes mentors, finance, etc. (www.advancecolorado.com provides a newsletter where individuals can get monthly resources)

Culture – Reactive vs. proactive approach; polarization (industries, geography, etc.)

Policy – Competitor analysis, ranking charts and incentives policy; Colorado doesn't have incentives that can be given to businesses looking to move here

Strategy – Yuma is building programs around the technological aspects of agriculture; they're taking charge of their destinies

Colorado needs to prepare for population shifts. We need to tackle ever-increasing job and business mobility (fight the "gypsy" business that is just looking for incentives). We need to prepare for emerging and high-growth industries and remain competitive with other states and countries.

We need to instill a desire for lifelong learning and build a population with a strong work ethic (youth have too many choices). Language skills are critical. Technology is destroying how we communicate with each other. We need to create a deep awareness of education and access

iii. LMI Update – Alex Hall

LMI has five programs for data collection and research: BLS Programs, Unemployment Insurance Research, Job Vacancy Survey (JVS), Projections, and Training and Outreach.

There are changes for this Fiscal year. The JVS has had a major redesign this year; we are no longer collecting education data (it's too labor intensive). We are identifying employers that request contact from Workforce Centers. We are reporting to workforce center directors and other identified contacts. We are developing enhanced linkages between employers and workforce centers.

In the Projections section, we have established a new projections program. The output is a detailed industry, occupation, and skill projection for Colorado and the 7 county metro area. Two-year projections were completed this month and the ten-year projections will be completed by the end of June. This information is helpful when used in strategic planning.

We have redirected an LMI position to focus on delivery, improve understanding, and enhance the use of LMI by workforce center staff. We are currently evaluating candidate applications and the position should be operational in June. The website has moved to a new platform which allows individual custom homepage capability, online customer surveys, and realtime data collection.

Local Employment Dynamics came about through a partnership between state LMI and the Census Bureau. LED Mapping was created and is a high definition geographical tool. It produces maps showing the geographic relationships between where people live and work. Searches can be conducted by age group and/or gender.

iv. Corporation for a Skilled Workforce – Mary Gershwin

What does all of this data mean to the Council? How do you pull together education, economic development, and data. The nation is currently experiencing workforce system shifts, competitiveness shifts, and shifts from silos to systems implications. The US holds nearly 40% of the total global financial stock.

There are three myths that really connect with what has been talked about today:

“Demand for skilled workers is stable.” More than ¾ of new jobs require some level of post-high school training.

“Educational level in the US workforce is steadily on the rise.” Workers with post-secondary education is actually declining.

“The US has the most highly educated workforce in the world.” Canada and Japan rank higher than the US and other countries are catching up with the levels in the US.

The rule of law and education levels determine a country's success. The costs associated with attending school has

been put upon the backs of students more and more. Strategies that may have worked before should still be pursued, but new ideas need to be developed.

David Anderson inquired about the existence of data that shows the impact of the GI Bill prior to WWII. Before WWII there was a dramatically lower educational level attainment.

Education can be impacted through sector-based development (make a real impact in preparing students and workers), the promotion of Centers of Excellence, an increased role for employers (www.Ashoka.com), and bringing equity and competitiveness together.

IV. Committee Reports

BOAM Committee – Good consultation from CSW. Continuing to work with the Marketing Taskforce. The next meeting is at 2:00pm on April 11th.

Motion to accept report, seconded, approved

SDPC – Met on Feb 16th for strategic planning. The Committee is supporting the development of a training facility in Adams County. OWD is refining the Committee's tactics and strategies. All tactics will follow the three strategies set up by the Executive Committee. The Committee is looking at three new names for the SDPC.

Motion to accept report, seconded, approved

SYC – Working on four initiatives and looking for help with employer surveys for youth with disabilities. The SYC is identifying Best Practices which will be highlighted at the Think Big Forum. There will be financial incentives linked to the Best Practices. The Think Big Youth Forum is in May in Breckenridge.

Motion to accept report, seconded, approved

SWIS Committee – Met Jan 25th for strategic planning. The Committee is looking at creating a clearinghouse for Best Practices using either OWD's website or the eColorado Portal. SWIS is looking at creating a newsletter to keep people informed about what's going on across the State. We're looking at the homelessness issue and there will be further discussion at future meetings.

Motion to accept report, seconded, approved

V. Director's Report

OWD is putting together an orientation session for the new members to highlight committee activities. There will be a breakfast at the Governor's mansion.

The RMWDA is having a conference at the Grand Hyatt in April. Please contact our office if you wish to attend.

The WELLS Center's leases and agreements are in place. This state-of-the-art center should be open in June or July. The planning group is forming a governing board for the Center.

Homelessness Coalition – Chaired by Marva Livingston Hammons and Barbara Kirkmeyer; it will bring items to the SWIS Committee for approval.

Adjourned at 12:05pm.